

METHODS AND SYSTEMS FOR PRIVATE LABEL TRANSACTION PROCESSING

ABSTRACT OF THE DISCLOSURE

In one embodiment, a first information packet is received at a payment network from a merchant, which includes a financial transaction cost and a private label card account identifier presented by the customer as a payment for the financial transaction. The private label card is a form of payment accepted only by the merchant or a merchant consortium that includes the merchant. The payment network uses the private label card account identifier to determine a financial account maintained by the customer at a financial institution and authorization information that allows debit access to the identified financial account. The payment network generates a second information packet comprising the transaction information, the account information, and the authorization information. The second information is transmitted from the payment network to the financial institution with a request to perform a debit transaction from the identified financial account for the cost of the financial transaction.

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